



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Peter M. Black et al. Examiner: Bartuska, Francis John

Application No. : 09/738,471 Group Art Unit: 3627

Filing Date : December 15, 2000

Art Unit : 3627

Title : TARGETED E-COMMERCE SYSTEM

Mail Stop AF
Commissioner for Patents
PO Box 1450
Alexandria VA 22313-1450

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March 8, 2004

COMMUNICATION PURSUANT TO RULE 116

Sir:

In response to the Office Action dated September 9, 2003, please reconsider the above-identified application in light of the following:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.